

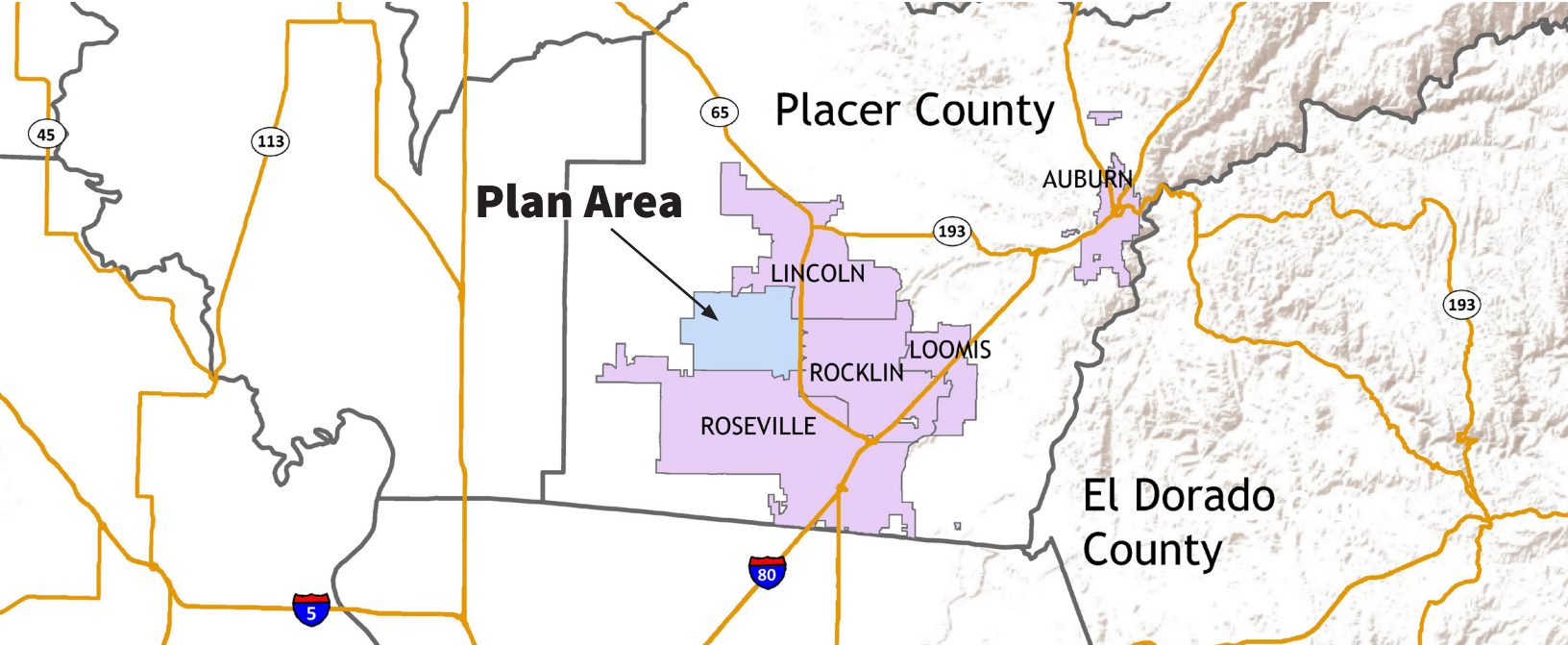
Sunset Area Plan Executive Summary

Introduction

In December 2019, the Placer County Board of Supervisors adopted the Sunset Area Plan (SAP), establishing an updated and renewed policy framework for the management of land use, economic development, infrastructure improvements, and resource conservation on approximately 8,500 acres in South Placer County. The Plan is based on the County's longstanding vision of establishing the Sunset Area as a prosperous and thriving regional center with primary wage-earner employment, but with a refined emphasis on creating high-quality, region-serving entertainment facilities and providing access to higher education opportunities for area residents. The SAP is the culmination of a rigorous planning process that included a focused market analysis and extensive stakeholder consultation that yielded valuable substantive input, as well as broad support of the Plan's recommendations.

In addition to the adopting the SAP as the County's overarching community plan-level policy document, the Board adopted implementing zoning provisions, design standards and guidelines, and a Public Facilities Financing Plan. Also, in conjunction with adoption of the SAP, the Board approved the Placer Ranch Specific Plan (PRSP), which establishes detailed commitments to implementation of the SAP for approximately 2,200 acres in the southern part of the plan area. The cornerstone of the PRSP project is a 300-acre satellite campus of California State University Sacramento. Located at the heart of the Sunset Area, the proposed Sac State-Placer Center will serve 25,000 students from throughout the region, create up to 6,000 jobs, and—with investment of over \$1 billion in construction—catalyze private investment in the local economy. In doing so, in combination with William Jessup University and Sierra College, the Sac State-Placer Center will help the County achieve its longstanding goal of advancing higher education in Placer County. Both the SAP and PRSP received CEQA clearance through a joint environmental impact report that sets that stage for streamlined review of future projects. Each of the plans, their implementing documents, and the EIR are explained in further detail in this Executive Summary.





Setting

Approximately 80 percent of the land in the plan area is undeveloped. This includes about 1,800 acres that are preserved as permanent open space in four existing reserves – Orchard Creek Conservation Bank, Warm Springs Mitigation Bank, Moore Ranch Conservancy, and Antonio Mountain Ranch Mitigation Bank, all of which are at the northern edge of the plan area (north of Athens Avenue). Approximately 2,000 acres of the developable land in the plan area are in Placer Ranch and the remainder of the plan area consists of large, contiguous parcels of undeveloped land. The undeveloped parts of the plan area contain wetlands and other natural areas that provide richness . . .

Prominent—and influential—existing uses in the plan area include the Thunder Valley Casino Resort and the Western Regional Sanitary Landfill, as well as a well-established industrial district with considerable infill development opportunities.

The Sunset Area benefits from its ideal location at the intersection of Highway 65 and the future Placer Parkway, providing key north-south and east-west access to the rest of the region. This access will facilitate the combined transportation needs of all travelers destined for or originating from the Sunset Area.

Finally, South Placer is one of the major population centers in the dynamic Sacramento Region, which is one of California's leading inland markets. Since 2000, the population of the area (defined as the southwestern portion of the county centered around Lincoln, Rocklin, and Roseville) has increased by 64 percent, more than double the rate of the Region. South Placer also contains about 13 percent of the Region's labor force, although approximately two-thirds of these working residents commute outside South Placer for employment opportunities. Since 2000, the South Placer market has captured a significant share of the net absolute job gains in the Region, demonstrating the market's capacity to expand its employment base and play an even larger role in the regional economy.



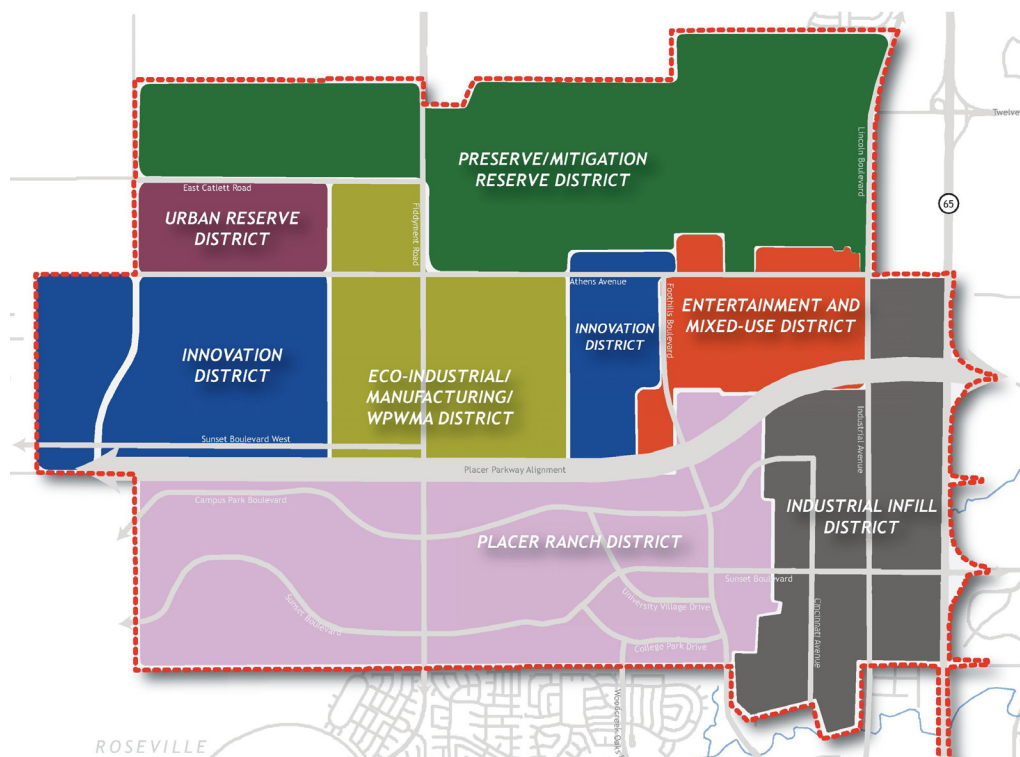
The Area Plan

The Sunset Area Plan is the controlling land use regulatory document in the Sunset Area. It implements the County's General Plan by providing detailed policy guidance and programmatic commitments that are responsive to the unique needs and opportunities of South Placer. The plan is the equivalent of a community plan in Placer County's hierarchy of policy plans.

The County has long viewed the Sunset Area as essential to meeting its long-term economic development objectives for South Placer, including the creation of an employment center for existing and future residents. This emphasis gave rise to a plan structure that departs from

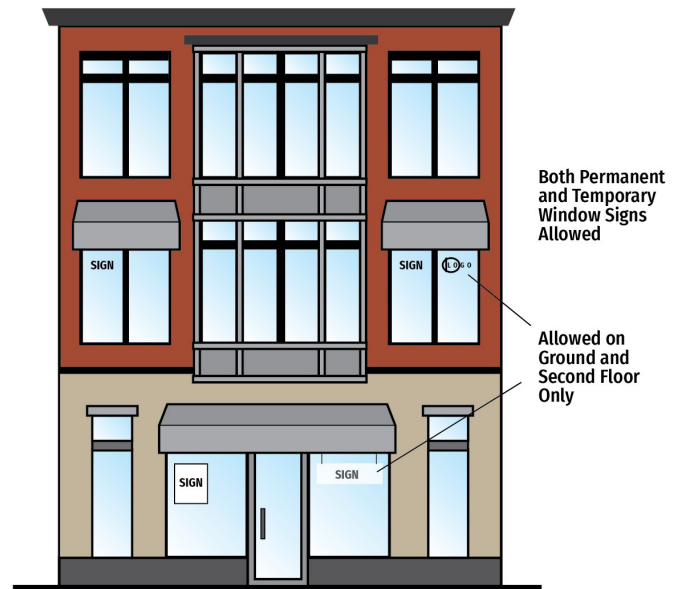
the County's typical approach. The plan divides the plan area into seven thematic districts that reflect the unique economic roles that each district will play in advancing the County's vision of creating a sustainable center of activity and commerce and attracting investment to the area. These thematic districts are: Industrial Infill District; Eco-Industrial/Manufacturing/WPMA District; Innovation Center District; Entertainment and Mixed-Use District; Urban Reserve District; Preserve/Mitigation Reserve District; and the Placer Ranch District. The Area Plan extends these themes into its land use regulatory approach by defining new land use designations that correspond with and emphasize each of the themes.

With the establishment of thematic districts and their associated land use designations, the Area Plan consciously links the County's economic development vision with its land use regulatory structure. In doing so, the Plan both removes regulatory impediments that have historically inhibited development and clearly lays out the County's expectations for high-quality development that will attract economic investment. The County understands the need to be flexible and nimble in setting the stage for such investment, and the Area Plan is written accordingly. It strikes a balance between the certainty that the County and prospective investors need and the flexibility that an ever-evolving market requires.



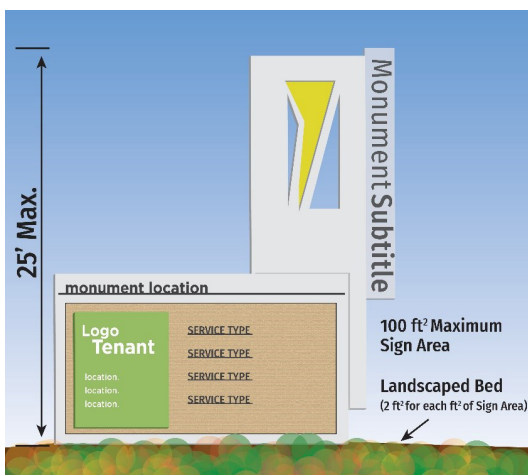
Implementing Zoning Regulations

While the Area Plan’s policy framework is essential for setting the stage for the future, the County’s vision for the Sunset Area can be realized only with effective implementation tools in place. Thus, in conjunction with adoption of the Area Plan, the Board of Supervisors also adopted Implementing Zoning Regulations that complement Title 17 of the Placer County Zoning Ordinance. The Sunset Area Regulations supersede certain land use and development standards of the countywide Zoning Ordinance, while all other general and specific development standards, permitting processes and procedures, and administrative provisions not addressed in the Implementing Zoning Regulations are regulated by Title 17 of the Placer County Zoning Ordinance.



The Sunset Area Implementing Zoning Regulations consist of the following:

- **Zoning Map.** The Zoning Map shows where the zones defined in Article 1 are applied within the Plan Area.
- **Article 1: Zones, Allowable Uses, and Developments Standards.** Article 1 defines all the zones within the Plan Area, including allowable land uses and development standards (e.g., setbacks, height, lot coverage). The County established zones for the Sunset Area track closely with the unique land use designations of the Area Plan. In doing so, the County intentionally provided broader use specifications to promote greater flexibility.
- **Article 2: General Development Regulations.** Article 2 outlines general development regulations (e.g., parking regulations, sign regulations) that are unique to the Plan Area and which supersede the standards in the Placer County Zoning Ordinance.



In preparing the Zoning Regulations, the County focused on graphic illustrations to clearly communicate how the detailed specifications are to be implemented, with the intent of simplifying and streamlining the project review process, thereby reducing project time and costs.



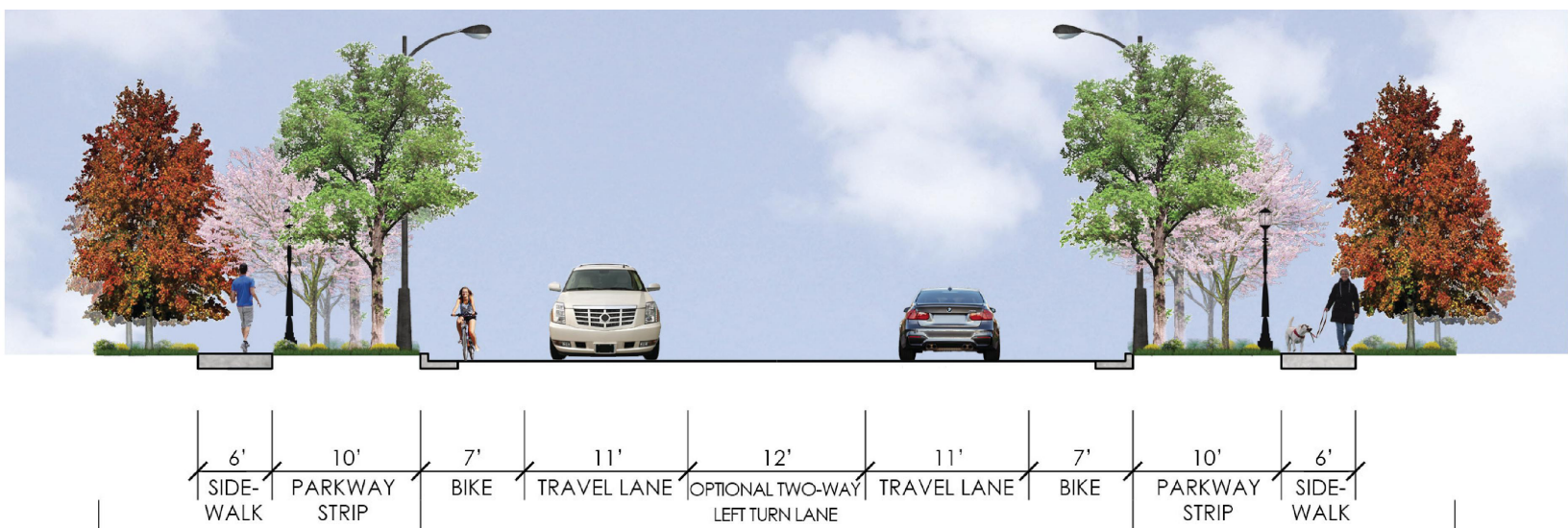
Corridor Design Standards and Guidelines

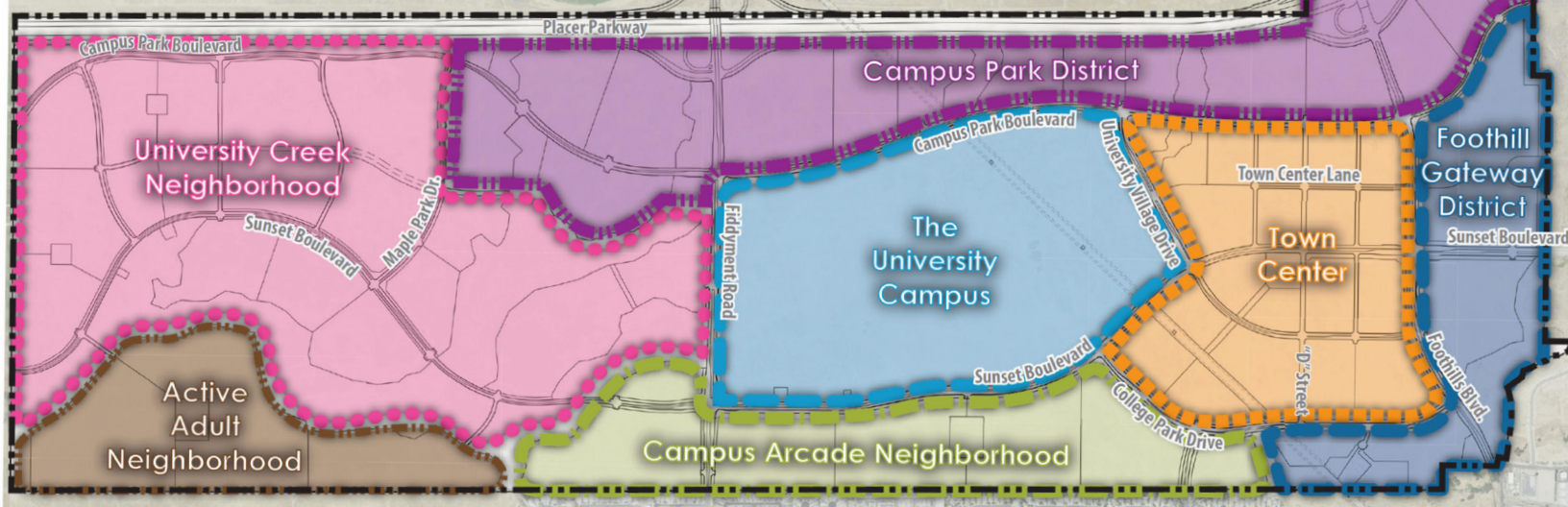
As with the Zoning Regulations, the Sunset Area Corridor Design Standards and Guidelines supplement the Area Plan by providing guidance concerning the enhancement of transportation corridors and key gateways to the Sunset Area. These Standards and Guidelines are intended to complement the County's Landscape Design Guidelines. They are intended to result in a cohesive, high-quality, attractive, and achievable character for the streets and roads that already exist in the Plan Area, as well as future corridors that will be constructed to accompany land development. Improvements within street and road rights-of-way are mandatory and are standards for development. Guidelines associated with private property are not mandatory, but strongly encouraged, with the intended outcome being a quality built environment, with an emphasis on how private development interfaces with public spaces and defines the streetscape edge.

The Corridor Design Standards and Guidelines are organized around the following three overarching principles:

- 1. Create Complete Streets**
- 2. Establish Community Identity**
- 3. Promote Sustainability**

The document first specifies overarching standards and guidelines for each of the Area Plan's thematic districts and key gateways, addressing site planning, pedestrian enhancements, landscaping, and parking. The document then presents standards and guidelines for all of the key corridors in the plan area, as well as other roadway types not otherwise covered. For each corridor, the standards and guidelines respond to existing conditions and unique opportunities associated with the specific corridor or roadway type.





Placer Ranch Specific Plan

Critical to achieving success within the Sunset Area is the implementation of the Placer Ranch Specific Plan (PRSP), which the Board of Supervisors adopted at the same time it adopted the Sunset Area Plan (SAP). The PRSP nests project-level details within the SAP's plan-level policy prescriptions, providing a higher level of land use and development guidance, as well as more precise development standards and design guidelines. The approximately 2,200-acre Placer Ranch property is located entirely within the boundaries of the SAP Plan Area and will provide critical backbone infrastructure to the Sunset Area, as well as act as a catalyst for job creation. The proposed PRSP includes a wide range of land uses, including various types of residential, commercial, light industrial, and park/open space areas. The cornerstone of the PRSP project is a 300-acre satellite campus of California State University Sacramento.



The PRSP area is envisioned to develop over time and ultimately form into several distinct neighborhoods (districts) connected by roads and other public facilities, including a system of multiuse pedestrian and bicycle trails. The plan area is designed and planned in seven districts:

- University
- Campus Park District
- Foothill Gateway District
- Town Center
- University Creek Neighborhood
- Campus Arcade Neighborhood
- Active Adult Neighborhood

When completely developed, the PRSP will include up to 8.5 million square feet of university, employment, and commercial uses; approximately 375 acres of parks, open space, and paseos; and about 800 acres of housing with 2,210 single-family, 1,050 units of age-restricted single-family housing; 870 units of medium density residential, and 1,500 dwelling units of high density residential.

To ensure high-quality development results from implementation of the PRSP, the Board of Supervisors approved separate Development Standards and Design Guidelines for the project. The lot-specific Development Standards specify allowable building area, setbacks, building heights, residential density, open space requirements, and parking area requirements. Among other items, the highly-detailed Design Standards address building design, view corridor protection, solar access, landscaping, lighting, signage, and streetscape design.

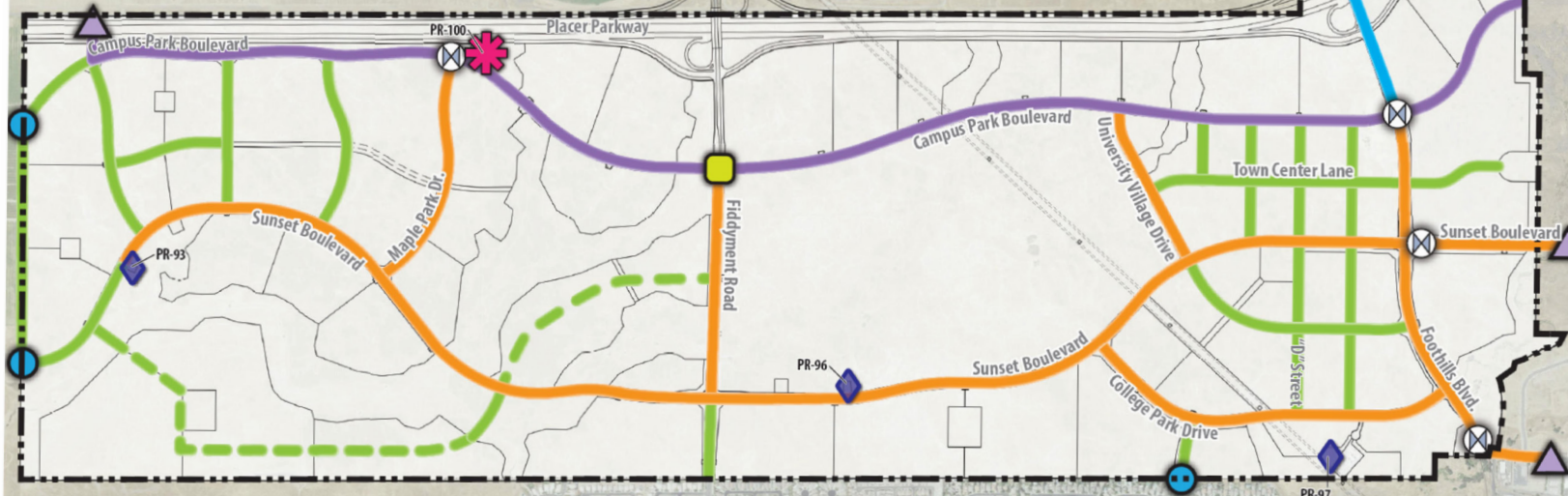
CEQA Clearance, Tiering, and Streamlining

With adoption of the Sunset Area Plan, the Board of Supervisors also certified joint EIR for the Sunset Area Plan and Placer Ranch Specific Plan, in accordance with the requirements of the California Environmental Quality Act (CEQA). The EIR is written and structured to provide a programmatic level of clearance for the broader Sunset Area and project-level environmental clearance for the area covered by Placer Ranch Specific Plan.

Projects within the broader area can streamline the CEQA review process by tiering-off the environmental analysis for the Area Plan, using the EIR's Conformity Checklist to demonstrate conformance with the Area Plan and its implementing documents. Any potential environmental impacts requiring mitigation to reduce impacts to less than significant levels projects can utilize the Area Plan's EIR impact analysis and mitigation, thereby reducing the time and costs to commence construction.

In contrast, the EIR assesses the PRSP at a level of detail that will be sufficient to cover implementation activities without further environmental analysis. The exception would be the proposed university campus, which may require additional environmental review by CSU, which would serve as lead agency for campus projects.





Infrastructure Planning and Funding

To carry out the vision of the SAP and PRSP, the County has committed to significant investments in infrastructure, public facilities, and public services within the Sunset Area. To expedite necessary backbone improvements and encourage catalytic projects such as the university and development of a job base in the Sunset area, the Board of Supervisors pledged \$17.8 million to front public backbone infrastructure improvements. Reimbursement for the County's investment will come from benefiting properties. The County has also committed \$6 million to completion of Placer Parkway, a new highway that will add essential east-west access to the Sunset Area, providing congestion relief on the Highway 65 corridor and generally improved circulation within the region. The County has been working with regional partners to design and construct the first phase of Placer Parkway, which will provide direct service to the Sunset Area and stimulate private investment to carry out the Board's vision for economic growth in South Placer.

For the PRSP area, the County approved a Public Facility Finance Plan (PFFP) that describes a financing strategy for backbone infrastructure, facilities, and services. The PFFP identifies funding sources, including development mitigation fees, to pay for backbone infrastructure and includes discussion regarding future fee programs or financing districts to pay for capital and operating costs. In addition, the PRSP provides approximately three miles of right-of-way needed to implement Placer Parkway.

Alongside the County's general investment in infrastructure, the Board of Supervisors also recognized the benefits associated with bringing a public university to the region. Accordingly, the County has committed to the implementation of critical infrastructure to serve the university.



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